Warren County Winter (Jan - Mar) 2022

WORKSHOP

2022 TACTICS & THEMES		TARGETING				JANUARY 27	3	10	17	24	FEBRUARY 31	7	14	21	MARCH 28	7	14	21	BUDGET
PAID SOCIAL	**LANDING PAGE**	**GEO**	**DEMOGRAPHICS**	**INTERESTS**	**AUDIENCE SIZE**														
CROSS-COUNTRY SKIING	https://visitlakegeorge.com/winter/xc-skiing	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Nordic skiing, cross-country skiing, outdoor recreation, winter sport	7.3M - 8.6M				$2,500										$ 2,500
SNOWSHOEING	https://visitlakegeorge.com/winter/snowshoeing	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Snowshoe, outdoor recreation, hiking, trekking, walking, winter sport	7.2M - 8.5M				$2,500										$ 2,500
DOWNHILL SKIING & SNOWBOARDING	https://visitlakegeorge.com/winter/skiing-snowboarding	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Alpine skiing, skiing, snowboarding, outdoor recreation, winter sport	7.4M - 8.7M				$4,000										$ 4,000
ICE BARS	https://www.visitlakegeorge.com/blog/coolest-ice-bars	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 21+	Alcohol, brewery, cocktail, craft beer, happy hour, bars, beer, wine	9.6M - 11.3M				$3,500										$ 3,500
INDOOR ACTIVITIES	https://www.visitlakegeorge.com/blog/10-winter-activities-people-who-dont-like-cold	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25+	Acade games, bowling, escape rooms, indoor golf, indoor water park, laser tag, museum, shopping, theatre	13.1 M - 15.4M				$4,500										$ 4,500
EVENTS	https://www.visitlakegeorge.com/winter/events	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Interested in upcoming events, events, festival, entertainment	12.2M - 14.3M				$4,000										$ 4,000
ICE CASTLES	https://www.visitlakegeorge.com/events/ice-castles	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Interested in upcoming events, events, festival, entertainment, winter, frequent travelers, travel	13.5M - 15.9M				$2,500										$ 2,500
WINTER CARNIVAL	https://www.visitlakegeorge.com/events/lake-george-winter-carnival	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Interested in upcoming events, events, festival, entertainment, winter	12.2M - 14.3M				$1,785										$ 1,785
MAPLE WEEKENDS	https://www.visitlakegeorge.com/events/thurman-maple-days	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Maple syrup. natural product, organic farming, organic product, agriculture	6M - 7M								$1,500						$ 1,500
LODGING	https://www.visitlakegeorge.com/lodging/winter	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25+	Travel, frequent travelers	11.9M - 14M				$3,500										$ 3,500
CANADIAN	Canadian Specific - TBD	Quebec, Ottawa, Montreal	Age 25-64	Travel, frequent travelers, frequent international travelers	3.1M - 3.6M				$2,000										$ 2,000
															PAID SOCIAL				**$32,285.00**
NATIVE ADVERTISING	**LANDING PAGE**	**GEO**	**DEMOGRAPHICS**	**INTERESTS**	**IMPRESSIONS**														
WINTER ACTIVITIES FOR PEOPLE WHO DON'T LIKE THE COLD	https://www.visitlakegeorge.com/blog/10-winter-activities-people-who-dont-like-cold	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, shopping	550,000				$5,000										$5,000.00
5 THINGS TO KNOW ABOUT WINTER IN THE LAKE GEORGE AREA	https://www.visitlakegeorge.com/blog/five-things-to-know-about-winter-lake-george-area	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000				$5,000										$5,000.00
THE 12 BEST TOWNS FOR A WINTER ESCAPE	https://visitlakegeorge.com/blog/12-best-towns-winter-escape	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000				$5,000										$5,000.00
WHAT TO DO IN THE LAKE GEORGE AREA WHEN SEEING THE ICE CASTLES	TBD	Albany, Burlington/Plattsburgh	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000				$5,000										$5,000.00
															NATIVE				**$20,000.00**
GOOGLE ADS	**AD TYPE**	**AD GROUPS** - Keywords & Landing pages are specific to each ad group			**IMPRESSIONS**														
BRANDING	Text/Search	Branding			Dependent on search traffic				$4,700										$2,350.00
SEASONAL	Text/Search	Winter (Jan - Feb), Spring (Mar)			Dependent on search traffic				$2,350										$2,350.00
ACTIVITIES	Text/Search	Factory Outlets, Attractions, Dining, Museums & History, Craft Beverages, Couples Activities, Free Activities, Arts & Theatre			Dependent on search traffic				$9,400										$9,400.00
WINTER RECREATION	Text/Search	Ice Fishing, Skiing & Snowboarding, Ice Skating, Winter Hikes, Snowshoeing, Sledding & Tubing, Snowmobiling, XC Skiing			Dependent on search traffic				$7,730										$7,730.00
EVENTS	Text/Search	Events, Ice Castles (Jan-Feb), Winter Carnival (Jan-Feb), Maple Weekends (Feb-Mar)			Dependent on search traffic				$8,460										$8,460.00
LODGING	Text/Search	Cabins, Packages, B&B's & Inns, Lodging, Resorts, Pet Friendly			Dependent on search traffic				$4,700										$4,700.00
ICE BARS	Video/YouTube	Ice Bars			Dependent on search traffic				$1,550										$1,550.00
MAPLE WEEKENDS	Videos/YouTube	Maple Weekends			Dependent on search traffic								$1,175						$1,175.00
															GOOGLE ADS				**$37,715.00**
RETARGETING	**LANDING PAGE**	**AUDIENCE**			**IMPRESSIONS**														
BANNER ADS - 160x600, 300x250, 300x600, 320x50, 728x90	https://www.visitlakegeorge.com/	Users who have been to the visitlakegeorge.com website within the past 30 days			Dependent on site traffic				$10,000										$10,000.00
															RETARGETING				**$10,000.00**
Note: All rates are estimated and for planning purposes only																			
															TOTAL BUDGET				**$100,000.00**